

## "PEP" IN PAGE NEWSPAPER ADS

So Says E. C. Tibbitts, Advertising Director of B. F. Goodrich Co.

LARGE SPACE BEST

Says Good Results and Not the Cost Is What Counts.

E. C. Tibbitts, advertising manager of the B. F. Goodrich company, in an address a short time ago turned the spotlight upon newspaper advertising and proved that it rested upon a stable, secure and successful foundation for the widespread promulgation of the gospel of modern merchandising.

"I don't care how many autos you own, or whether you're a movie bug, or a golf fiend, a card shark, a bookworm, or whether the whole family is down sick, you read the newspapers, everyone of you. There's nothing in the realm of print that beats the newspaper-reading habit for hanging on to your curiosity. You must know who is being nominated for president, how many warships went down yesterday, what is happening in town, in other cities and in other countries—and you must know it today."

Right kinds of ads also read.

"And when you read the newspapers you must read the ads. You can't escape them—not when they are written so that they uncover a vital spot in your armor of supposed indifference. Any other kind of an ad doesn't count. You wouldn't read it if it hung heavy on your hands. I believe an advertiser should not attempt to capture the full quota of newspaper readers by small space—unless forced to. Use quarter pages and half pages as much as you can. Then your message can't be missed."

"And every now and then run in a full page ad. It will put you into almost any selling campaign. It towers head and shoulders above the other claimants for attention. It is impressive. It's the 'big voice' in modern merchandising—the voice that is heard round the whole city and out across the highways and byways of a paper's trading territory. It's a 42-cm. cannon shot—and its deep boom signals a selling victory."

"Every quarter page or half page ad that follows a page has twice the chance to succeed and to interest and impress the great bulk of readers with the advertiser's message. Experience proves it."

Goodrich Page Ads, Hit the Mark.

"The B. F. Goodrich company recently ran a page ad all over the country entitled 'Integrity'—and the house behind the tire. The effect of this page was electrical. Dealers everywhere pasted the page in their windows. Newspaper readers were deeply impressed with the honesty, reliability and good faith of the wonderful Goodrich organization."

"The cost of this page in no sense represented the great dollars and cents good-will value which the Goodrich company secured as a result. It was a money maker, was that page ad. And it has vastly helped smaller advertisers, the quarter and half pages which followed, to sell Goodrich tires. It put thousands upon thousands of dollars worth of life into the whole campaign above in a single front. It has proved itself a wonderful investment."

"The B. F. Goodrich company has sounded a new note in advertising. It is a note that is likely to make an immediate appeal to people who think, 'Why Spend your Money With a Spade?' asks one of the recent Goodrich advertisements."

When one thinks that question over for a moment it begins to have a deep significance, which is brought out in the following epigrammatic sentences:

"Thrift does not mean penuriousness. Its first principle consists in getting full value for each dollar of income expended."

"Too many Americans indolently act upon the shallow theory that an article 'must be' worth more, merely because it costs more."

"They work hard, industriously and intelligently to acquire money. Then they spend it with a spade."

"They spread it without a fraction, of that shrewdness and thoroughness with which they acquired it."

"Do people become wealthy who acquire the cravens habit of 'spending money' instead of intelligent, thoughtful buying with it?"

Such advertising ought to be helpful. It is not a mere appeal to people to buy goods. It is rather a suggestion, or a series of suggestions, that will be likely to prevent wasteful or extravagant buying.

"It is hardly necessary," comments an official of the B. F. Goodrich company, "to say that the organization which publishes such advertising must have thorough confidence in the excellence of its products and in the fairness of its prices."

"That the B. F. Goodrich company has such faith in the many kinds of rubber goods it produces, including the famous Goodrich safety tread tires, is only natural in view of the enormous and steadily increasing growth of its business."

"During the past year the additions to the Goodrich plant at Akron, Ohio, would in themselves be sufficient to take care of a business mounting into the millions."

"Few people probably have any idea of the immensity to which the tire business in this country has grown."

"The mere statement that some two hundred concerns are manufacturing tires in the United States will indicate the importance of this industry."

"When it is added that about twelve million tires for motor cars and trucks were made and sold in America in 1915, the average citizen will begin to understand the vastness of the tire business."

"A striking fact in this connection is that, of these twelve million tires, fully one-fourth were made in a single factory—that of the B. F. Goodrich company, at Akron, Ohio."

"Three million tires from one factory in a single year requires a plant of enormous dimensions. The Goodrich factory extends over about a dozen city blocks and is one of the largest industrial institutions in the entire country."

"During its latest fiscal year it made and marketed 50 per cent more tires than its largest competitor, the big business making an important enlargement of its facilities necessary."

"But it must not be supposed that there is anything makeshift-like in the B. F. Goodrich company's business. This organization has been producing rubber goods for 47 years and in addition to the manufacture of tires it has an immense business in all other kinds of rubber products."

"The raw material purchasing power of the Goodrich company is indicated by its manufacture and sale of over 150,000,000 pounds of rubber products in 1915."

"If it confined itself to the manufacture of tires alone, however, the B. F. Goodrich company would require the largest rubber factory in the country."

"Such a business, officials of the company insist, could have been built upon integrity, square dealing and manufacturing skill and efficiency only. It is easy to understand the reasonableness of such a claim."

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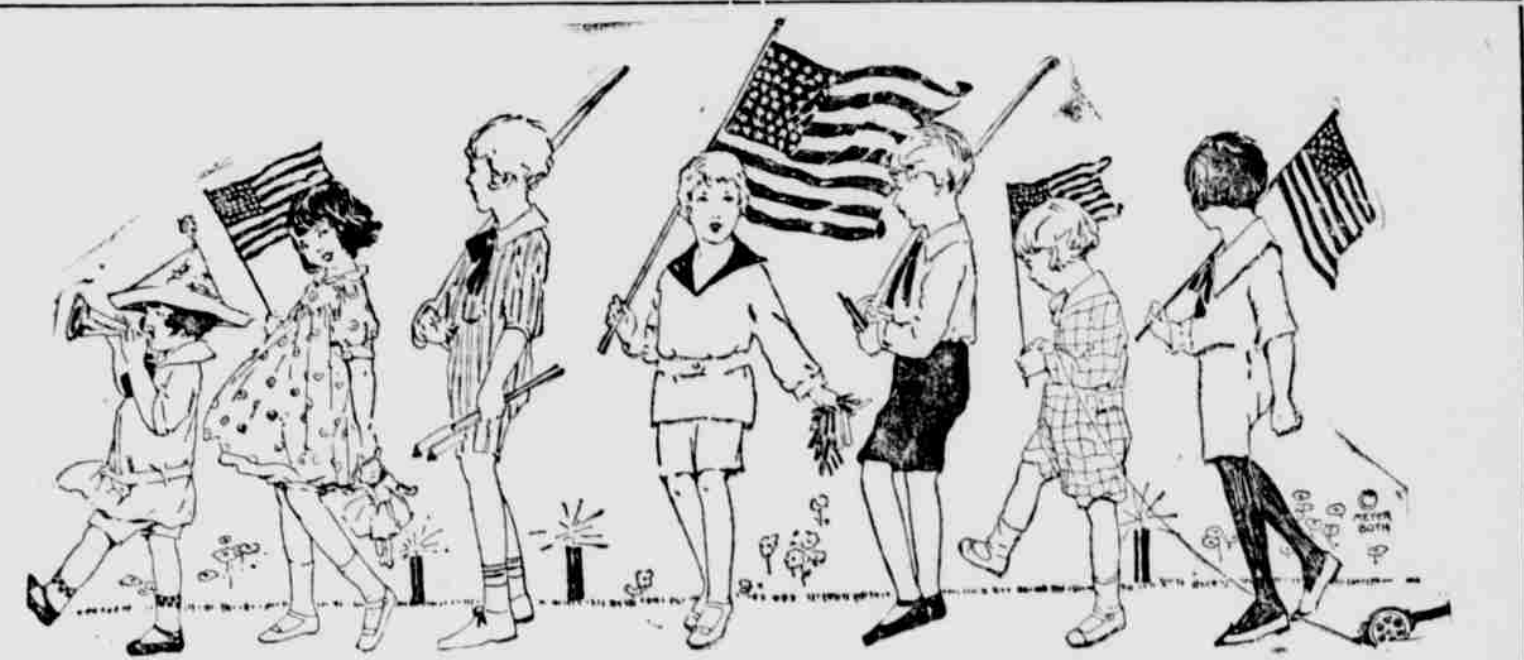
## K. C. BUYS TWENTY VELIE FIRE CARS

Missouri City's Purchase Amounts to Over \$100,000.

The largest order for fire apparatus ever entered with a single firm was awarded to the Velie Motor Vehicle company of Moline, Ill., by the council of Kansas City, Mo., last week, the mayor affixing his official O. K. on Thursday.

For almost a year the fire and water committee of Kansas City has been investigating apparatus of various makes. Test trials were held, factories investigated, many cities visited and a most thorough record kept of the daily performances of the several different makes now in the city's fire department.

Head and shoulders above all stood the record of the Velie combination car, which had not missed a day's work in the interest of the city's protection since it was put in commission practically two years ago. The smaller chief's chemical car and in fact the several Velie cars in use by the department were equally efficient in their performance. Competition was keen, but the investigating committee unhesitatingly recommended the Velie



## At McClure's

**STORE CLOSED ALL DAY JULY THE 4TH**

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**Printed Muslin U. S. Flags**

Size 5-6x9—McClure's price, the dozen	15c
Size 5 1/2-7x10—McClure's price, the dozen	20c
Size 6-8x14—McClure's price, the dozen	30c
Size 8-18x27—McClure's price, each	10c
Size 11-30x50—McClure's price, each	25c

**Fast Color, Gilt Spearhead Staff, U. S. Flags**

Size 11x17, McClure's price, each	10c
Size 15x24, McClure's price, each	15c
Size 24x36, McClure's price, each	25c

**Unmounted Sewed Stripes, Printed Stars**

Size 3x5 feet, McClure's price	75c
Size 4x6 feet, McClure's price	\$1.25

**Unmounted Wool Bunting U. S. Flags**

Sewed Stars and Stripes, Fast Colors	
Size 3x5, McClure's price	\$2.00
Size 4x6, McClure's price	\$2.50

**Complete Flag, Pole and Bracket Outfit**

Size 3x5, McClure's price	\$1.50
Size 4x6, McClure's price	\$2.25

**Thermos and Universal Vacuum Fottles**

1-pint size, priced	\$1.25 to \$2.00
1-quart size, priced	\$2.00 to \$3.75
1-gallon jugs	\$4.00 to \$6.50

Complete auto outfit service for four people—2 1-quart Thermos bottles, waterproof case, McClure's sale price, \$14.50

**For Your Picnic**

Lunch baskets, priced	15c to \$1.75
Lunch sets, priced	25c
Sanitary cups, priced, 12 for	5c
Ice cream dishes, priced, 24 for	5c
Ice cream dishes and spoons, priced, 8 for	5c
Waxed paper spoons, priced	5c
Paper napkins, priced, 100 for	10c
Paper plates, priced, dozen	5c

## Phone 1800 H. O. McClure, Hardware Phone 1800

principal of construction by placing the entire order with the big western company.

Twenty pieces of various types were purchased—combination hose and chemical cars, ladder trucks, service trucks, etc., in total amounting to more than \$100,000. Naturally the Velie company feels proud of the fact that one of the most wide-awake and progressive cities in the country has recognized the worth of its products.

**MAKES 230 MILES IN 1912 KISSELKAR**

Hilly Roads Were No Bar to This Enthusiastic Motorist.

**ART KLEIN ONE OF BEST DRIVERS**

A Sketch of Famous Racing Driver; Has Been Hero of Many Races.

When Art Klein, who made his first start of the 1916 season in the Chicago motor derby two weeks ago, brings home the bacon he does not partake of it. He is the Charles Herzog of the automobile racing game.

Finding that testing cars for the Peerless company was not exciting enough for him, Klein started in pursuit of fame and fortune as a race driver in 1911 when he joined the Stoddard-Dayton team and learned the rudiments of speedway on dirt tracks in county fairs, meets, etc. Teammates were Earl Cooper, Hughie Hughes, Billy Carlson and Teddy Telford. He also finished second to Cooper's Stutz in the 100-mile dirt track race at Phoenix and led the field at Corona for the first 100 miles, when his car cracked a cylinder.

Klein and the King made a much better showing in their next appearance. The car was second in the 200-mile Peilatch trophy contest at Tacoma, losing to Hughie Hughes' Maxwell by only four and two-fifths seconds. In the feature event of the Tacoma meet, the 250-mile Montanara-thon, Klein was third to get the checked flag, despite the fact that Klein changed a carburetor and eleven tires in the last fifty miles of the race.

In a dirt track meet at Seattle that same season Klein captured 17 out of 18 races, defeating such an all-star cast as Earl Cooper, Hughie Hughes, Billy Carlson and Teddy Telford. He also finished second to Cooper's Stutz in the 100-mile dirt track race at Phoenix and led the field at Corona for the first 100 miles, when his car cracked a cylinder.

Last season Klein and the King, which he rebuilt and rechristened the Kleinart, ran about a 100,000 at San Diego the car twisted off a pinion shaft at the tape and did not start in the Vanderbilt cup chase Klein was in fourth place on the last lap, when he ran out of gasoline; at Venice a broken crankshaft put him among the also rans when he looked to have third money clinched; and in the Indianapolis classic mechanical trouble forced him to withdraw.

In hopes of shaking his jinx, Klein turned outlaw and joined Alex Sloan's barnstorming troupe. He broke records on every track he was on with the exception of Pittsburgh and won over 90 per cent of the races he entered. This year, however, he decided to go after the rich purses that the promoters of speedway events were offering and, asking the A. A. A. contest board for reinstatement, received an immunity bath so soon before the local classic that the white-wash was still wet when he started on the 300-mile drive.—Chicago Tribune

**Oxygen Users**

Due to our inability to serve our Oklahoma customers from our Fort Worth plant, we have made arrangements for the immediate installation of a plant for the manufacture of oxygen and hydrogen at Oklahoma City to better serve the state of Oklahoma.

**Burdett Oxygen Co.**

**The Paterson Light Six**

Five Passenger **\$995** Factory  
Seven Passenger **\$1070** Factory

Combining Beauty, Style, Quality, Dependable Performance, Comfort, Durability and Economy. Easy for Driver and Passenger, Modern and Up To Date at a Remarkably Low Price.

**Read these Specifications:**

117-inch wheelbase; latest six-cylinder Continental high speed motor; Delco starting and lighting system; Stewart vacuum gasoline system; new Stromberg carburetor; floating rear axle.

**A SPECIAL CHANCE FOR LIVE DEALERS IN EASTERN OKLAHOMA**

**Paterson Auto Sales Co.**  
FACTORY DISTRIBUTORS FOR EASTERN OKLAHOMA

620 S. Main St. Phone 5875  
UPTOWN OFFICE 211-212 TEXAS BLDG. PHONE 541

**Brilliant Idea.**

Norah, the green cook, poked her head in at the dining room door, says Robert Rudd Whiting in "Four Hundred Good Stories."

"Please, ma'am," she asked, "and how will I be knowing when the pudding is cooked?"

"Stick a knife into it," said her mistress, recalling her cook book instructions. "If the knife comes out clean, the pudding is ready to serve."

"Yes, ma'am."

"And oh, Norah!" The mistress had had an afterthought. "If the knife does come out clean, you might stick all the rest of the knives into the pudding."

**Had Her Trained.**

The Bachelor—"So you are married, eh?"

The Benedict—"Yes; been married for nearly six months."

The Bachelor—"Got your wife pretty well trained by this time, I suppose?"

The Benedict—"That's what I've got so I can make her do anything she wants to."—Indianapolis Star.

**Hotel Muchlebach**

TULSA HEADQUARTERS IN KANSAS CITY

Hotel Muchlebach has had the good fortune to entertain a large number of the people of Tulsa. Scarcely a day passes that our registers do not show the names of guests from the thriving, enterprising city of Tulsa in the heart of the great Oklahoma oil fields.

The predominating features of Hotel Muchlebach are its simple luxury and its courteous hospitality. Its service is particularly adapted to the needs of the prosperous, comfort-loving people of Tulsa.

Make Hotel Muchlebach your home while in Kansas City

**Easiest Way to Remove Ugly Hairy Growths**

(Beauty Culture)

Here is a method for removing hair or fuzz that is unfeeling and is quite inexpensive: Mix a thick paste with some powdered delatone and water and spread on hairy surface. After 2 or 3 minutes, rub it off, wash the skin and every trace of hair has vanished. No harm or inconvenience results from this treatment, but be careful to get genuine delatone.—Adv.

**A Delicate Instrument.**

Two men were in the dining car ordering breakfast. The first one said to the waiter:

"George, you may bring me two fried eggs, some broiled Virginia ham, a pot of coffee and some rolls."

"Yassa."

The other said:

"You may bring me the same."

"Yassa."

The second man then called after the waiter and remarked:

"Just eliminate the eggs."

"Yassa."

In a moment the waiter came back. "Sense me, boss, not just what did you all say about dem eggs?"

"I said just eliminate the eggs."

"Yassa." And he hurried again to the tiny kitchen.

In another moment he came back once more, leaned confidentially and penitently over the table, and said:

"We had a bad accident, jest n'r we leave de depot dis mornin', boss."

an' de liminator done got busted off, right at de handle. Will you take 'em fried same as dish you gemmen?—Exchange.